



WKMG

ORDER

Print Date 09/05/12 Page 1 of 4

Flight Dates 09/04/12-09/10/12

Contract / Revision 257986 /
Original Date / Revision 09/05/12 09/05/12
Advertiser ISS/Priorities USA Action

Agency Mundy Katowitz Media
Buying Contact
1322 G. Street, SE
Washington, DC 20003

Product PRIORITIES USA ACT
Agency Com 15%
Billing Contact
1322 G. Street, SE
Washington, DC 20003

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate # 1559
Alt Order # 06300663
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PL-Issue,
Priority P-3
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 16850

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$14,322.50	\$16,850.00	0.00	08/27/12	09/10/12	27	\$14,322.50	\$16,850.00
Totals	27	\$14,322.50	\$16,850.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WKMG	09/07/12	09/07/12	11-12p Price Is Right	CM	11a-12p	----F--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
				Price Is Right										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		1		\$800.00		0.00				
E 2	WKMG	09/07/12	09/07/12	1230-2p CBS Soaps	CM	12:30-2p	----1--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
				Soaps										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----1--		1		\$800.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WKMG	09/03/12-09/09/12	1230-2p CBS Soaps		12:30-2p	-----F-----	:30		(\$800.00)	0.00	NM		
			See MG 2.2											
			[Program not airing due to US Open]											
	2	WKMG	09/10/12-09/10/12	Morn News at 6a		6-7a	M-----	:30		\$800.00	0.00	NM		
			Ⓜ MG for 2.1 09/07											
3	WKMG	09/07/12	09/07/12		CM	6-7a	----1--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00



WKMG

Print Date: 09/05/12

Page 2 of 4

Contract / Revision

257986

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1559

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Morn News at 6a											
				Morn News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$500.00		0.00			
4	WKMG	09/10/12	09/10/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$700.00		0.00			
5	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$700.00		0.00			
6	WKMG	09/10/12	09/10/12	3-4p Nate/Doctors 9/10	CM	3-4p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$350.00		0.00			
7	WKMG	09/10/12	09/10/12	News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$1,000.00		0.00			
8	WKMG	09/08/12	09/08/12	Sat 1135p-1205a	CM	1135p-1205a	-----1-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Inside Edition Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1-					1	\$500.00		0.00			
9	WKMG	09/08/12	09/08/12	Sat 6p News	CM	6-630p	-----1-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				Sat Local 6 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1-					1	\$550.00		0.00			
10	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sat	CM	7-9a	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				7-9a Sat Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1-					1	\$400.00		0.00			
11	WKMG	09/09/12	09/09/12	Sun 1135p-1235a	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				Without a Trace											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1					1	\$500.00		0.00			
12	WKMG	09/09/12	09/09/12	6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				6-830a Sun News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1					1	\$200.00		0.00			
13	WKMG	09/09/12	09/09/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1					1	\$650.00		0.00			
14	WKMG	09/09/12	09/09/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----1					1	\$1,300.00		0.00			
15	WKMG	09/06/12	09/06/12	Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$700.00		0.00			



WKMG

Print Date: 09/05/12

Page 3 of 4

Contract / Revision

257986

Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:15:00

Advertiser ISS/Priorities USA Action Product PRIORITIES USA ACT

Estimate # 1559

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	WKMG	09/06/12	09/06/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$700.00		0.00			
16	WKMG	09/06/12	09/06/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$450.00		0.00			
17	WKMG	09/06/12	09/06/12	Morn News at 530a Morn News at 530a	CM	530-6a	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$300.00		0.00			
18	WKMG	09/06/12	09/06/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$1,000.00		0.00			
19	WKMG	09/06/12	09/06/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---		1				\$350.00		0.00			
20	WKMG	09/04/12	09/04/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----		1				\$800.00		0.00			
21	WKMG	09/04/12	09/04/12	3-4p Nate/Doctors 9/10 Nate Berkus Tu-Th only	CM	Tue-Thu 3-4p	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----		1				\$350.00		0.00			
22	WKMG	09/04/12	09/04/12	Morn News at 530a Morn News at 530a	CM	530-6a	-1-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----		1				\$300.00		0.00			
23	WKMG	09/04/12	09/04/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----		1				\$350.00		0.00			
24	WKMG	09/05/12	09/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----		1				\$800.00		0.00			
25	WKMG	09/05/12	09/05/12	News at 5p News at 5p	CM	5-530p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----		1				\$800.00		0.00			
26	WKMG	09/05/12	09/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----		1				\$500.00		0.00			
27	WKMG	09/05/12	09/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--1----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----		1				\$1,200.00		0.00			



WKMG

Print Date: 09/05/12

Page 4 of 4

Contract / Revision **257986** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12 / 09/05/12

Order Sep 00:15:00

Advertiser **ISS/Priorities USA Action** Product **PRIORITIES USA ACT**

Estimate # **1559**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
27	WKMG	09/05/12	09/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--1----	:30	1	\$1,200.00	P-3	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	--1----	1		\$1,200.00		0.00					
													Totals	27 \$16,850.00